

IN THIS
ISSUE WE...

DEMOLISH
FULL HOUSE

SLIME
EXXON

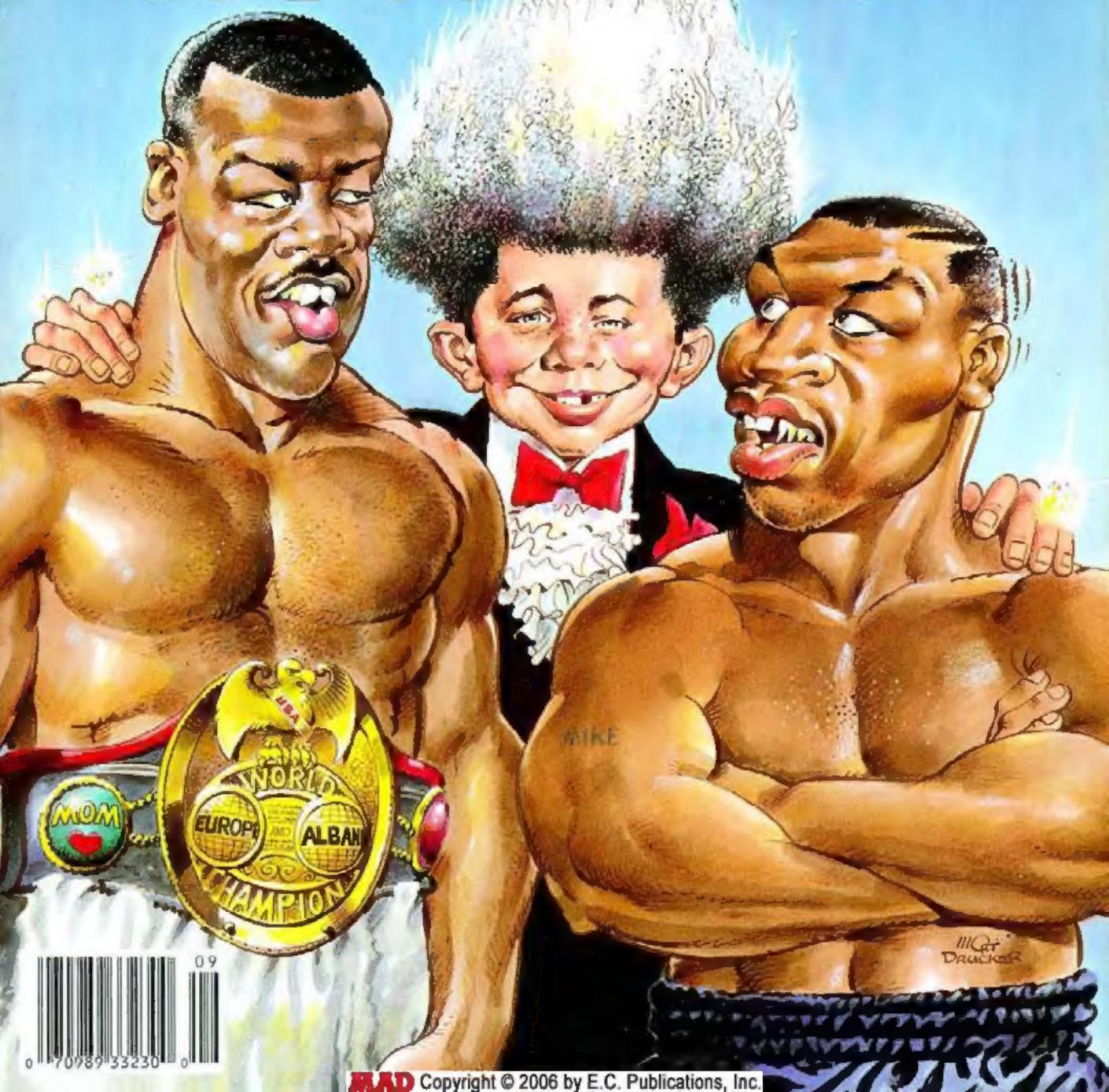
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No.
297
Sept.
1990

MAD

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MIKE
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MAD

"The world is a place that's gone from being flat to round to crooked!"
—Alfred E. Neuman

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

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DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: BOB CLARKE BACK COVER WRITER: DUCK EDWING

MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 24 issues \$53.75; Outside U.S.A.: 8 issues \$17.75 or 24 issues \$43.75 or 40 issues \$69.75. Entire contents copyright © 1990 by E.C. Publications, Inc. Allow 4-6 weeks for changes of address. In humans attractive and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fictional material are fictitious. A similarity without satiric purpose to a living person is coincidental.

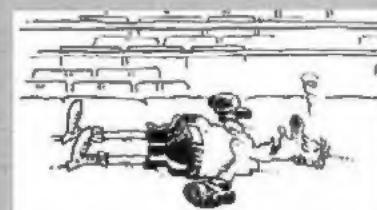
VITAL FEATURES

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"HUNT FOR LAST OCTOBER"
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UNOFFICIAL YO-YO TRICKS EVERY KID KNOWS Pg. 48

What scholar doesn't know the famous poem:

"HE STUCK AN ARROW IN HIS HAIR,
TO SNAG AN APPLE FROM THE AIR."

Well, now you can buy the book that's even more screwed up than those scholars! Namely



This book, greeted with thunderous applesauce when it first appeared, is available wherever magazines and rotten fruit are sold!

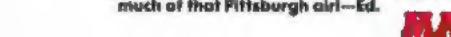


PUNS ON THE RUN

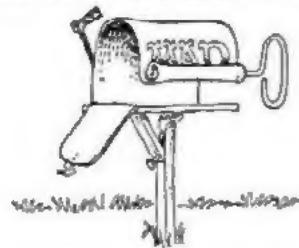
I just bought MAD #294. Your ad for the College of Sock Repair really *stunk*! Who's the *knitwit* that thought it up? Your cartoon about the Exxon oil spill wasn't *slick* either. In fact, it was rather *crude*! I think your "Old McDonald" song should be *put out to pasture*! It belongs on a *funny farm*!

David A. Hoffman
Pittsburgh, PA

David—You've been breathing in way, way too much of that Pittsburgh air!—Ed.



LETTERS AND TOMATOES DEPT.



"MOST WANTED JERKS"

Yo, dummys! You screwed up once again! In MAD #295's "America's 9 Most Wanted Jerks" there were 10! You forgot to count the Maggot Twins (Ruta and Rita) as two people!

Berry Hall
Rome, OH

And YOU bounce that total right up to 11 now, don't ya, Berry! Thanks for writing!—Ed.

ALL BRENT OUT OF SHAPE

MAD E.S.P. strikes again! In your March, 1990 issue (#293) you presented your "12-Point Plan For Improving America (Without Spending More Tax Dollars)." Number two read, "Send Brent Musburger to explore a part of the Amazon rain forest from which no previous explorer has ever returned." Lo and behold! On April 1st, Brent was canned by CBS!

John Devine
East Aurora, NY

John—We publish humorous articles, and never intend for our suggestions to be taken seriously. Unfortunately, the dimwitted numbskull CBS executives who read our article didn't seem to realize this. Go know!—Ed.

WHAT'S WRONG WITH THIS PERSON?

I am an eighth grader at the Johnsburg, IL, Junior High. Our literature instructor requires us to study (of all things) MAD as part of our satire unit. I also did a research paper for this class dealing with punishment and justice during the Middle Ages. The enclosed picture is of the 3-D project

MORON MAIL—SPECIAL ILLUSTRATED EDITION



Nick Caruso, Jr. of Staten Island, NY sent us this drawing of MAD publisher William Gaines in a tutu. Fat Bill has never looked lovelier!

A LOAD OF HOT AIR

I have to point out that the balloons filled with oxygen would not float to the ceiling as you have pictured in issue #294's "The MAD 'Don't' Book." As long as my kids are going to read MAD instead of their textbooks, you should endeavor to get your facts straight!

Donald L. Smith
Indianapolis, IN

We've got you there, Donna! Those weren't balloons! Next time, get your facts straight!—Ed.

that went along with the paper. This project has led me to a great million-dollar idea that I am willing to share with you. Presenting the new line of every girl's favorite doll: "Torture Me Barbie!"

Heidi Ladenburger
Palatine, IL



Mistress Heidi—Provocative letter, but we have one question: Are you sure you wanted this letter to come to us and not the booking agent for Garfield? In any case, we've taken

the liberty of forwarding your picture to MAD's own Al Jaffee, who is incorporating it into his upcoming feature, "Snappy Moans to Stupid Tortures!"—Ed.

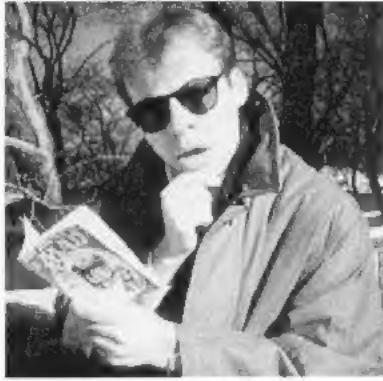
SUBSCRIPTION LETTER OF THE MONTH

I'm writing to you in anger! In your subscription ad, the 8-issue offer #3 says "You save a measly quarter." That's bogus! You won't save a measly quarter unless you send the subscription form in an envelope without a stamp!

Scott Braden
Barstow, CA

Good point. So you'd better subscribe now before postal rates go up and you wind up losing a nickel on the deal! Of course, you've already spent a quarter sending us your letter, plus the \$1.75 for this issue to read our answer to your letter, and the... Oh, by the way, did you see the picture of Bill Gaines next to your letter? He really looks lovely, doesn't he? We bet you've never seen legs like that in Barstow! Well, got to go answer another letter. Bye—
Ebd.

LESS IS MORANIS



Honey, I Shrunk the Kids star Rick Moranis strains his eyes trying to read our satire "Funny to Shrink the Kids" in a special shrunken edition of MAD #292. Being MAD, of course, the one thing we didn't shrink in the issue was the price!

FLUTNEY—EXPOSED!

Regarding Duck Edwing's reference to the "Flutney Inertia Theory" in "the Long-winded Laboratory Liquidation" (MAD #295), I recall an article you did a long time ago. It was about a sport called 43-Man Squamish, which is played on a five-sided field called a "Flutney." Coincidence or not?

Gary Peterson
Portland, OR

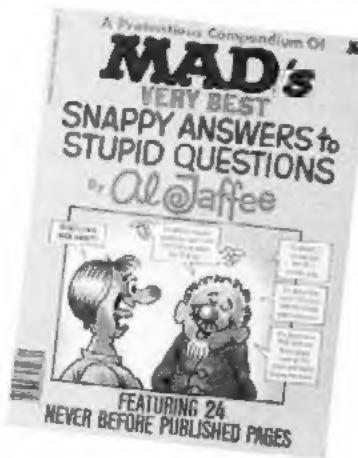
MAD will not tolerate plagiarism from anyone. We've been having trouble with Edwing lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Next issue, look for our all-new one-page features by "Snake" Porges!—Ed.



**Please Address All Correspondence To:
MAD, Dept. 297, 485 MADison Avenue**

New York, New York 10022
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope.

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Hi, I'm **Bob Saggy**, and I currently appear on two hit tv shows! On one show people all over America send in video clips that show them doing **ridiculous things** that make them look **stupid!** The other show is a **sitcom** where the **cast** does ridiculous things and we're all made to look stupid! Mad now presents some of **my own home videos**, shot on **location** of my sit com ...

AM
VI

Let's meet the **cast**! First I'll introduce the youngest of my three daughters, Zitwell! All she can say is mostly, "Right on, dude!"

Right on, dude!

See?

So you won't be confused, Zitwell's the adorable three-year-old! I'm Stephoney, the adorable seven-year-old!

I'm D.O.A., the adorable 13-year-old!

I'm Pesty, the adorable 26-year-old!

I'm Jokey, the adorable 25-year-old!

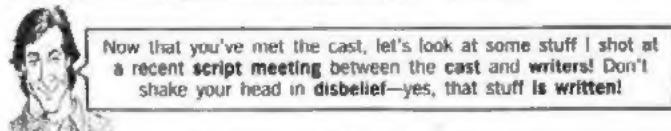
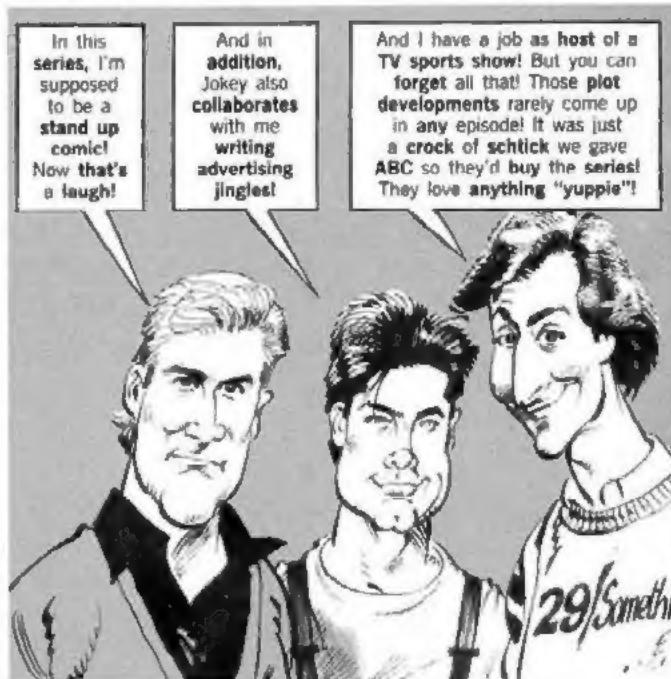
Oh, no! The gaffer fell! He's as good as dead!



ERICA'S PHONIEST HOME VIDEOS SITS FOOL HOUSE

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



I want to talk about some of my lines on this week's show! First, I come into the kitchen and say, "Who wants eggs?" Then I say, "Scrambled or poached?"

So what's wrong with that?

Why waste my two funniest lines in the very same scene? Let's spread them out over the show!



And then we have our own special ways of getting a full studio audience...

MAGIC
ICKY

See a taping of "Fool House"? I have a weak stomach! I was told I'd see a taping of The Wonder Years!

Oh, you must have misunderstood! We said come to this taping and you'll wonder if you've been here for years!

But they told me I would be seeing a taping of thirty-something!

No, no, no! We said you'd see thirty minutes of something!

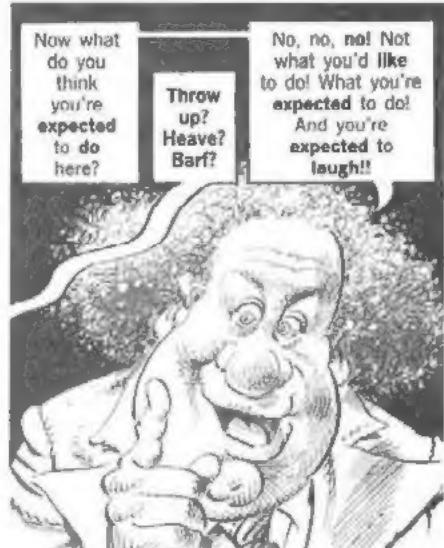


This is the guy who tells the audience jokes, funny stories, and humorous anecdotes—the stuff that you never see on the show! In the business it's known as the "warm up"! Here's our own Bill Lardo "working" the studio audience!

Now what do you think you're expected to do here?

Throw up? Heave? Barf?

No, no, no! Not what you'd like to do! What you're expected to do! And you're expected to laugh!!



I know you're all familiar with the "APPLAUSE" sign, but on this show we have added two signs! The "LAUGH" sign will light at the end of every line of dialogue! This "AWWWWW" sign will light up every time someone kisses someone else!

My God, we'll be "awwwwwwing" for the whole half hour!

Maybe it'll keep us from barfing for the whole half hour!

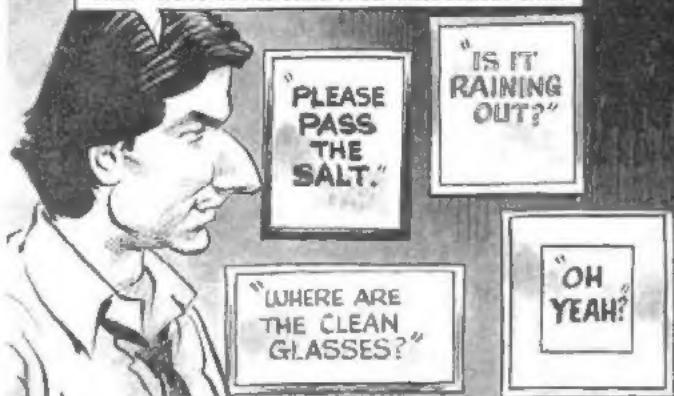


While the ushers continue to chain the audience to their seats, I'll show you some other behind-the-scenes points of interest! Here's where the show's fan mail is handled!



People have asked if we've ever won any awards! Well, as hard as it is to believe, the answer is

"Yes!" We're very proud of this! Years ago, a comedy writer invented the "one-liner"! But we're the first TV sit-com to pioneer the hilarious "no-liner"! We've framed some of our most famous ones!



Mr. Saggy, we're from the San Francisco Chamber of Commerce! We have a special check made out to your show!

See what I mean? We've just won another award!

Not exactly! We'd like you to use this \$5,000 to shoot a new opening for your show so that it doesn't identify the city your show takes place in as San Franciscol Or, we'll give you \$10,000 if you can make it look like Los Angeles!



Ten minutes to tape time, gang!

Let's not have that foul up we had last week!

Don't worry, the cue cards are all in place!

Forget the cue cards! Make sure that the air sickness bags are all in place or it's barf city!



Excuse me, Mr. Saggy, but I'm Art Charney, the network's censor! I've been looking over the script! Are you sure you want to do this line on tonight's show?

I don't see why not! Do you find anything about it that's offensive?

Not at all, sir! But quite frankly, I found it a bit humorous! Wouldn't that make it too different from the rest of the series?

Hmmm, you're right! Kill the line!

Well, I saved the worst for last! A few actual scenes from the program! First, let's see how they played when we video taped them...



Aaarrghhh!

Groan! Not this stupid plot again!

Hey, dude, who's gonna help me button my jeans?

No, this is a different stupid plot! You're thinking of the episode where Zitwell couldn't tie her shoes...



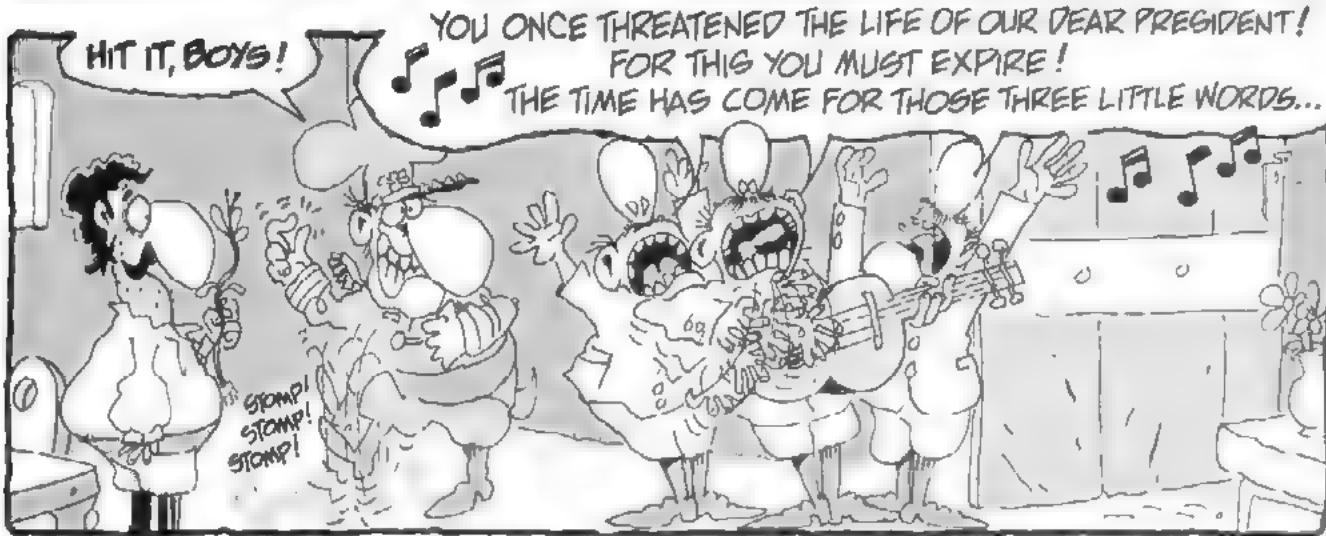
Are you having trouble, honey?

Right on, dude! APPLAUSE!





THE LYRICAL LATIN LALAPALOOZA





The guy from your class who used to be a flaming liberal calls and says he's now selling tax-free municipal bonds.



You offer your old Rubik's Cube at a garage sale, and the neighbor kids don't know what it is.



Your childhood baseball idol gets elected to the Hall of Fame.



GROWING UP ALL OVER THE PLACE DEPT.

12 SURE SIGNS THAT YOU'VE



You read in the paper that Jane Fonda has a daughter who is only about five years younger than you assumed Jane Fonda to be.



You can recall when this season's new fashions were popular the first time.



Your friends stop regarding you as macho when you drink a lot, and start regarding you as a slobbering idiot.



The cop who pulls you over is a guy you went to grade school with.



You realize that 50,000,000 Americans are too young to recall a time when we had a President who wasn't a Republican.



Telephone solicitors give you their sales pitch instead of asking to talk to your mother.

REACHED ADULTHOOD

ARTIST: RICK TULKA

WRITER: TOM KOCH



The rock group you worshipped as a kid is now heard only as Muzak in medical building elevators.



You begin looking for tell-tale signs that you've inherited your father's baldness.



Your mother stops complaining that you're too young to go steady, and starts complaining that you still haven't made a commitment to anyone. 11

IT'S A NO DARWIN SITUATION DEPT.

Darwin's theory of evolution holds that human beings, with the exception of a few Republicans, progressed from monkeys and are forever moving forward in a constant state of change. But we

A MAD GUIDE TO

COMEDY GROUP



The Three Marx Brothers



The Three Stooges



The Three Amigos

TOP NATIONAL ISSUE



Civil Rights



Watergate



Flag Burning

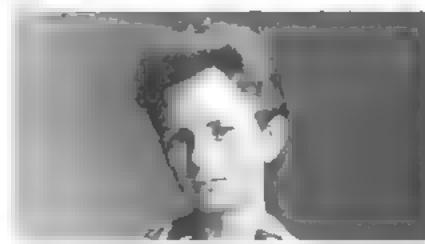
TV DOCTOR



James Kildare

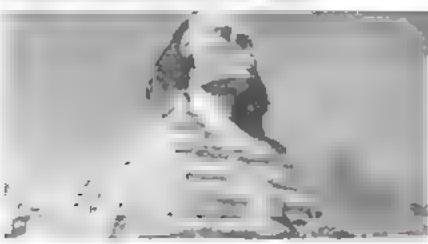


Hawkeye Pierce



Doogie Howser

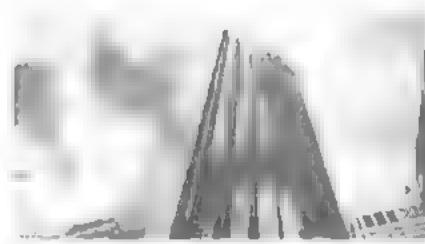
ARCHITECTURE



The Pyramids



The Great Wall of China



Trump Tower

at MAD challenge this naive assumption! The truth is that society is rapidly deteriorating and things are getting progressively worse! You'll know just what we mean when you take a look at...



DO DEVOULATION

WRITER: HY BENDER

DOG ROLE MODEL



Lassie



Benji

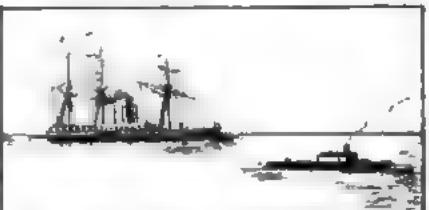


Spuds MacKenzie

FAIRY TALES



The Nina, the Pinta,
and the Santa Maria



The Monitor
and the Merrimack



The Exxon Valdez

CRUSADING JOURNALIST



Edward R. Murrow



Dan Rather



Geraldo Rivera

NURTURING TV MOM



June Cleaver



Maude Findlay



Roseanne Conner



SMOKE GETS IN THEIR LIES DEPT.

It seems to us that lots of magazines are just like other magazines! For instance, *Newsweek* is a lot like *Time*, *Redbook* is a lot like *Good Housekeeping*, *Golf Digest* is a lot like MAD! One magazine, however, is unlike any other. It's published by a tobacco company and is full of veiled and open criticism of non-smokers and anti-smoking legislation. It portrays smokers as active, influential and healthy people who are in no way addicted to nicotine. Yes, it's a mouthpiece for the tobacco lobby, masquerading as a "lifestyle" publication! We call it...

SEPT. **CHOKE** \$2.95

The Magazine for People Who Enjoy Smoking—Published by the Company Dedicated to Keeping Them Hooked, Filled-up Morose Tobacco, Inc.

**SMOKING IS PERFECTLY SAFE:
15 MORTICIANS TELL YOU WHY**

CELEBRITY CHEST X-RAYS

**SNEAKING SMOKES IN
AIRLINE RESTROOMS: OUR
EXPERT TELLS YOU HOW!**

**NOTED THEOLOGIAN
SAYS JESUS
WAS A SMOKER**

ARTIST: TOM BUNK
WRITERS:
CHARLIE KADAU AND JOE RAIOLA

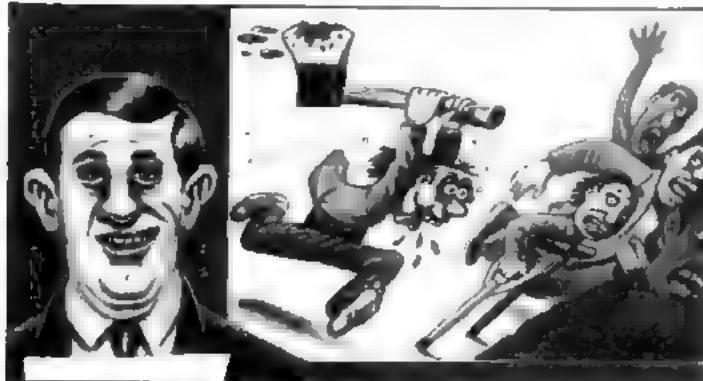
**TEACHING YOUR PETS TO SMOKE—
IT'S NOT JUST FOR CHIMPANZEES ANYMORE!**

LIGHTING UP

NEWS STORIES FROM AROUND THE NATION

Hospital Wises Up

Hooray to the administrators at St. Bartholomew's Hospital in Pickatown, Indiana, for lifting the ban on smoking in all of their operating rooms! Head Surgeon Dr. Grady Pounder says, "It's a lot easier to perform delicate eye surgery now knowing that I won't have to rush through it so I can go outside for a smoke. Now I'm free to light up even before the patient's anesthesia takes effect."



News Show Goofs

Here's another example of how the media distorts the smoking issue and gives smokers negative press that is unwarranted. In April, station WTTV, Little Rock, erroneously reported on its 6 PM newscast that it was a *smoker* who savagely slaughtered eight people while suffering from a severe nicotine fit. Investigations later revealed that the perpetrator was in fact not a smoker. It was a tobacco *chewer* who committed the horrific and senseless crime. WTTV has yet to apologize for the error.

Special Day for Kids' Friend

Happy anniversary to Hank Smib, who portrays Puffy the Smoking Clown. For the past 15 years, Puffy has entertained kids from coast to coast as he and his puppet friends "Regular" and "Menthol" entertain at schools and children's hospitals showing boys and girls how easy it is to smoke. Good work, Puffy!



PUFF POLL®

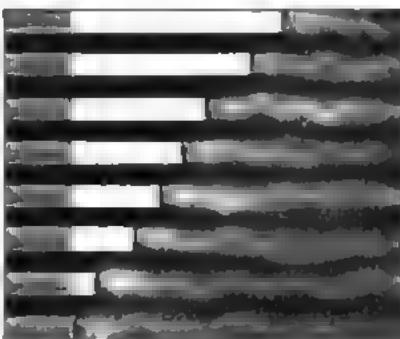
In each issue of CHOKE we ask a question of particular interest to smokers and invite our many readers to send in their responses.

This Month's Question:

"What is the largest and/or most valuable object(s) you ever accidentally set on fire while smoking?"

In our last issue we asked, "How do you spend most of your free time?" This graph shows how our readers responded.

Awaiting biopsy results	23%
Attending other smoker's funerals... .	21%
Attempting to remove yellow stains from teeth.....	16%
Annoying non-smokers	9%
Relaxing in an iron lung.....	5%
Spitting up phlegm	3%
Arguing with stewardesses	3%
Learning to talk through hole in neck	2%



SMOKE SIGNALS

LETTERS FROM OUR READERS

Congratulations on your fine magazine. I come from a large family that's been smoking for six generations. Every single one of my relatives is proud to be a regular and dedicated user of cigarettes, cigars or pipes. Last week we had a big family reunion which was attended by all four surviving members of our clan. My two-year-old niece was there and we'll be teaching her to smoke as soon as she's able to work the lighter without setting herself in flames.

Hal Stenchy
Pembroke, IA

I'm a 55-year-old woman who's been smoking since age 12. To say I'm outraged by the newly passed smoking laws in my community would be an understatement! Because of my addiction to nicotine, I choose to smoke incessantly and cannot go five minutes without lighting up. Therefore, I can no longer go to indoor sporting events or use any public ground transportation. I can't go to movie theatres, libraries, banks, churches, stores, supermarkets or restaurants, nor can I fly with any airline. I've been trapped in my house since February of last year! Please help me!

Eleanor Butz
Oak Ridge, NJ

Eleanor—We're glad your letter didn't suggest anything as rash or crazy as quitting. Luckily, with cable TV and local delivery services, it's no longer necessary for an intelligent person such as yourself to ever leave home. We suggest the next time you feel the urge to go out into the cool fresh air—have a smoke! Ed

I commend the editors of your magazine for their fair and unbiased reporting of the smokers vs. non-smokers controversy. You consistently present both sides of the issue in an evenhanded manner. I smoke myself and believe that smokers and non-smokers can coexist peacefully. That's why I just purchased a cheap handgun. If someone asks me not to smoke, I threaten them with it. They usually back off right away, but if they continue to goad me, I kill them.

It's always great to see your magazine in my mailbox! Thanks for the article about the hopelessly ill 90-year-old man who continues to smoke no matter what.

Reverend J. Hackard
Pensacola, FL

CHOKE welcomes reader mail. Send your correspondence to: **CHOKE**, Box 12, Philmonton, NJ 07295.

CHOKE reserves the right to edit all letters, which may include changing the writer's opinion so it more closely resembles our own.

SMOKER'S MARKETPLACE

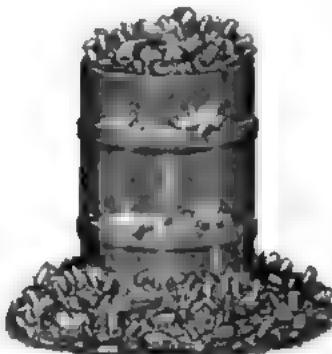
NEW PRODUCTS OF SPECIAL INTEREST TO NICOTINE ENTHUSIASTS

Ted's Tobacco Drink

From Ted's of North Carolina, maker of Ted's Tobacco-Scented Underarm Deodorant and Shampoo, comes Ted's Tobacco Drink. Each 8 oz. serving contains all the tar and nicotine of a full carton of Marlboros. "It's tobacco you can drink," says Ted, "with real bits of used filters and spittole mixed right in. Mmmmm! If you're someplace where you can't light up, drink up!" The easy-pour bottle makes it great for picnics and hiking. (Retail \$8.95 per gallon. Dealer inquiries welcome.) Ted's of North Carolina, P.O. Box 85, Swamp, MA.



The Bottomless Ashtray™



After years of research, PuffCo has introduced The Bottomless Ashtray™. Now you'll no longer have to waste valuable smoking time emptying pesky conventional ashtrays. Each Bottomless Ashtray™ can hold up to two years worth of the ashes, butts and matches of even the most severely addicted chain smoker. And of course, a pile of smoking waste that large will fill your entire home with the lingering, unmistakable aroma of old tobacco, gently reminding you that it's time to light up another one. (Retail \$29.95) PuffCo, 82-67 Debris Ave., Fume, OK.

reBUZZals

In each issue of **CHOKE** we present some clever, thoughtful and witty comebacks you can use when a crass, insensitive bully tries to infringe on your Constitutional right to smoke wherever and whenever you want. Remember these lines, use them and have fun!

SITUATION: On a Supermarket Checkout Line

MILITANT NON-SMOKER: Please sir, stop smoking. My child has asthma.

CLEVER RESPONSE: Oh yeah? If your kid doesn't like smoke, why doesn't he stop coughing and tell me himself?

SITUATION: In a Restaurant

RUDE ANTI-SMOKING ACTIVIST: Ma'am, I wish you wouldn't put your cigarette out in my salad. I'm not finished with it.

CLEVER RESPONSE: Say one more word to me and I'll throw scalding coffee in your face!

SITUATION: At a Gas Station

DUMB OBNOXIOUS CRITIC: Excuse me, it's very dangerous to smoke while you're pumping gas. Maybe you should put it out.

CLEVER RESPONSE: Fuck idiots like you make me sick. Maybe you'd prefer it if I vomit on your pants?

CHOKE PHOTO SPOTLITE

THE FIRST ANNUAL RJ 100

New York City was the setting last June 12th for the first ever RJ 100, the smokers-only marathon. The 100 block (five mile) race was the brainchild of RJ Tobacco Chairman Harold Wankstatter, who was tired of hearing that smokers don't have the endurance or stamina to be top athletes. To prove the critics wrong, Wankstatter insisted: 1) that all entrants in the race had to be full-time smokers for at least 10 years, and 2) that they smoke cigarettes, cigars or pipes throughout the race. As these photos show, the event was a real smoker!



A determined and enthusiastic field of runners awaits the starter's gun at the beginning of the first annual RJ 100. They were grateful for the weather conditions that day, which were rumored to be clear and sunny outside the thick, dark cloud of pungent tobacco smoke surrounding them.



A race on the scale of the RJ 100 would not be possible without the help of many dedicated volunteers. Here, at one of the numerous Lighter Stations along the course, "Smoker's Helpers" assist the runners in lighting up while they're on the go go GO!



RJ Tobacco Chairman Harold Wankstatter proudly presents the winner's trophy to first place finisher Clyde Bosco. Clyde became the first runner to cross the finish line when the ambulance rushing him to St. Luke's Intensive Care Ward veered onto the course and broke the tape. Clyde was in the ambulance because he had collapsed less than 500 feet into the race. Congratulations, Clyde, from everyone at CHUCKLE!

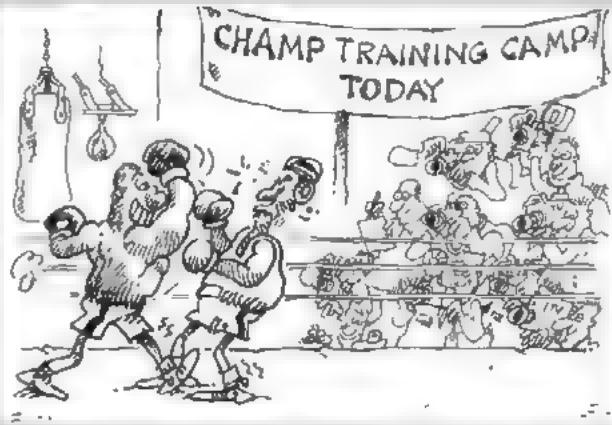
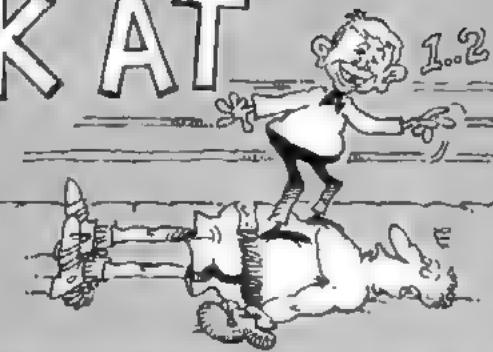
Complete Results of RJ 100 Smoker's Marathon

NAME	HOURS/MINUTES/SECONDS/10ths
Clyde Bosco	1:04:32.8
Fred Tunic	Unable to complete race: Chest pains
Betty Huffo	Unable to complete race: Asthma attack
Hank Scrawny	Unable to complete race. Collapsed lung
Wilson Pitts	Unable to complete race: Accidentally swallowed pipe
Janet Scuzzman	Unable to complete race: Became dizzy
Hans Brickface	Unable to complete race: Couldn't stop coughing
Hank Scrawny, Jr.	Unable to complete race: The shakes
Mildred Thickening	Unable to complete race: Fainted
Red Nasalhair	Unable to complete race: Trampled while catching breath
Ted "Butch" Warper	Unable to complete race: Blood vessel exploded
Phil Tertips	Unable to complete race: Blacked out
Fung Lee Goo	Unable to complete race: Became disoriented; fell in river
Wendy Pork	Unable to complete race: Ashes flew into eye
Clive Squashy	Unable to complete race: Slipped on carton of Viceroys
Tucker Fester	Unable to complete race: Had Chemotherapy appointment

(List Continued on Page 101)

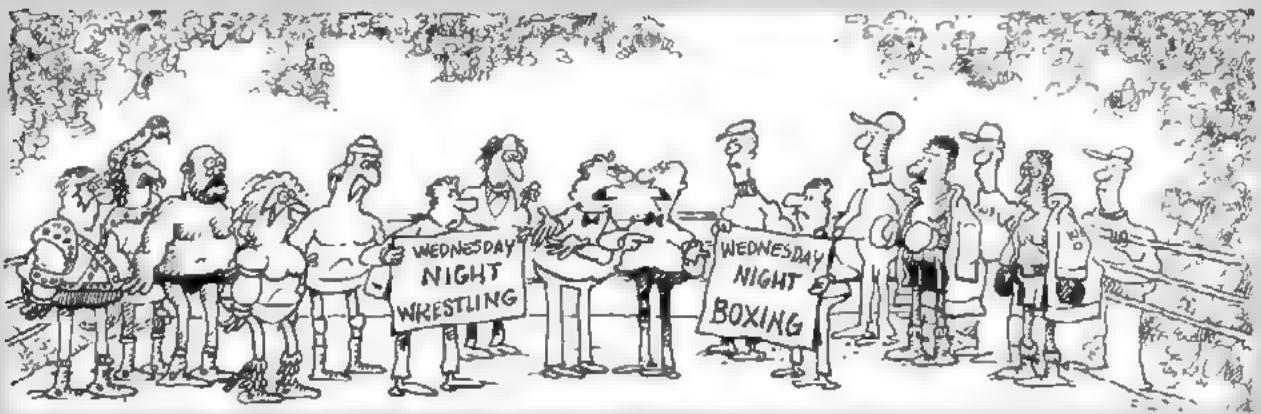
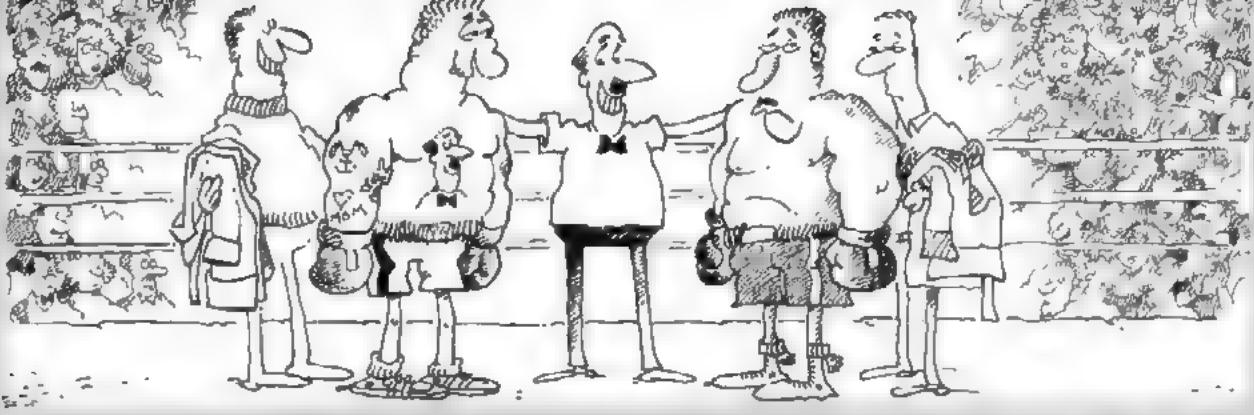
A MAD LOOK AT BOXING

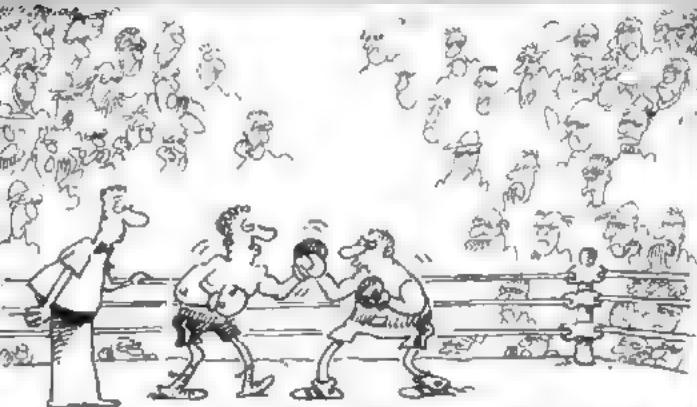
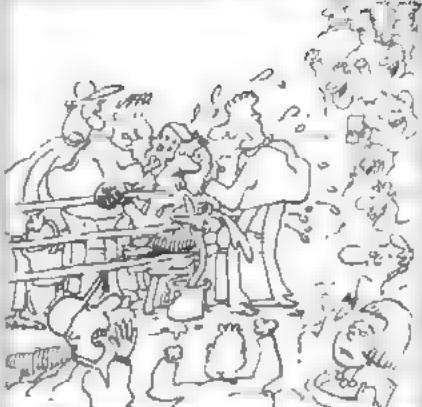
1.2.3



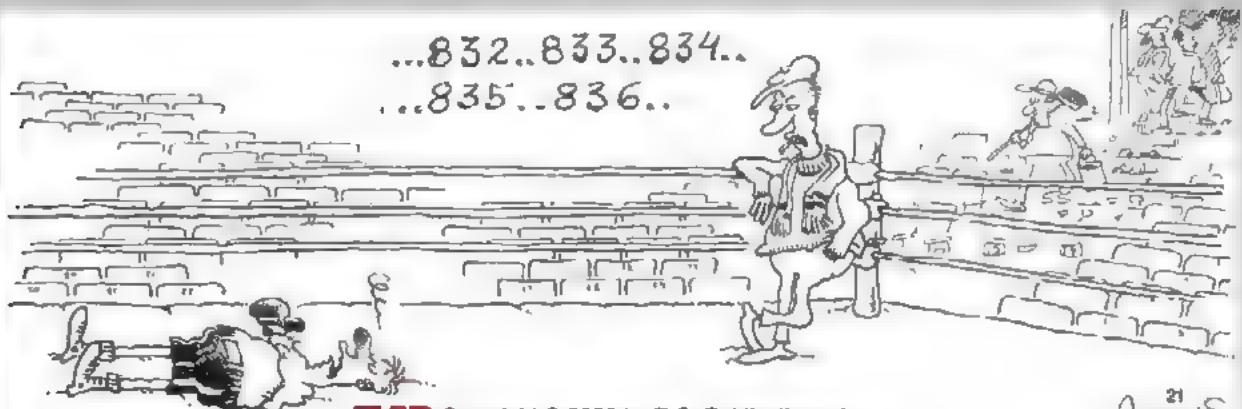
ARTIST AND WRITER: SERGIO ARAGONES







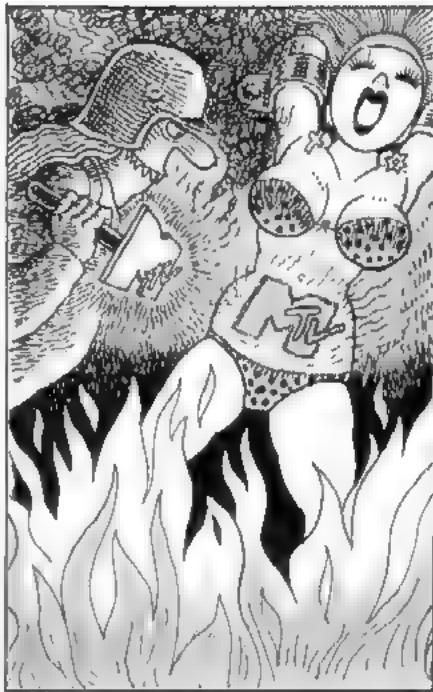
...832..833..834..
...835..836..



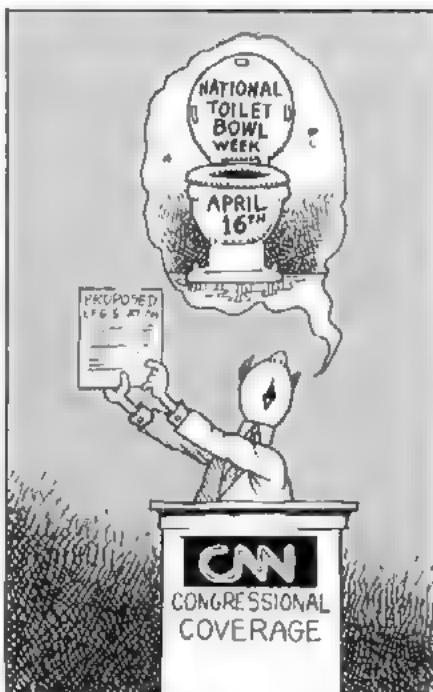
ALPHABET POOP DEPT.

It's a well-known fact that big businesses spend millions of dollars every year trying to create just the right image for themselves. But of course, these images are completely mis-

WHAT CORPORATE INITI



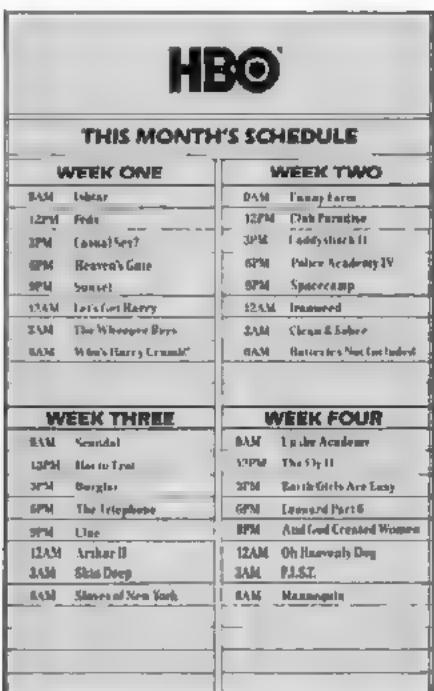
Mindless Trashy Videos



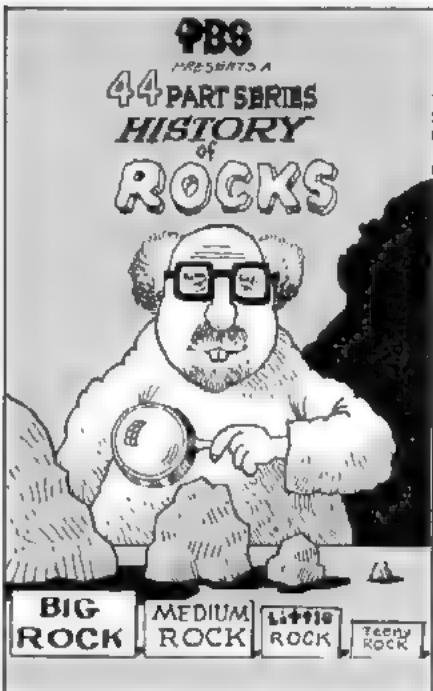
Covering Needless News



Over Pricing Every Can



Hundreds of Bad Offerings



Pretty Boring Stuff



World's Wealthiest Fakers

leading! We've found, however, that no matter how phony their "image" is, a corporation's initials will always reveal the true nature of the organization they stand for! Here's...



ALS REALLY STAND FOR

ARTIST: ALJAFFEE

WRITER: MICHAEL GOODWIN



Countless Bad Shows



Needs Bill Cosby



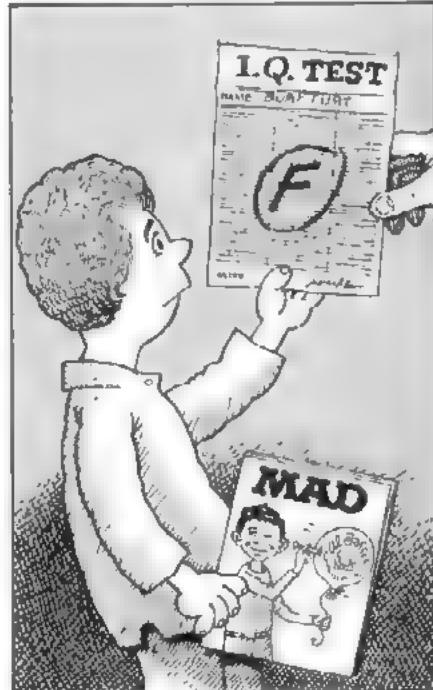
Making Communications Inaudible



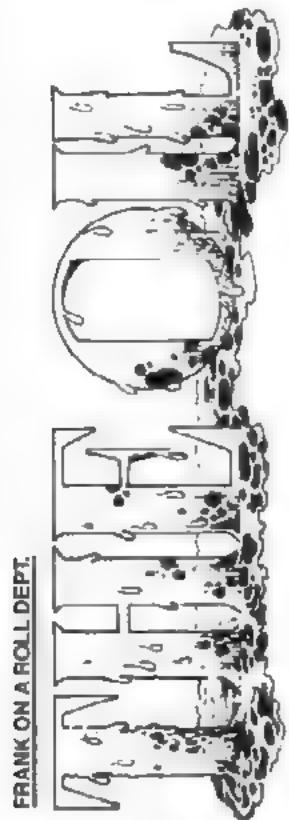
A Bland Channel



Preachers Taking Least



Making Americans Dumber



See the derricks pumping oil—

Foreign oil:

Gobs of gallona gushing from beneath the desert soil!
Huge monopolies are drilling,
Which for them is mighty nice,
When their pockets they are filling
And it's they who make the killing
And it's we who pay the price!
Hear them gloat, gloat, gloat
'Cause they've got us by the throat,
And each dollar, yen and kopeck
Feeds the greedy bunch at OPEC
For the oil, oil, oil,
Oil, oil, oil.—

For the money-grubbing moguls with the oil!

See the pipeline full of oil—

U.S. oil:

Built to last a lifetime after years of sweat and toil!
Many millions we were spending,
And although the cost was great,
Soon our problems would be ending
'Cause we wouldn't be depending
On the Saudis or Kuwait!
See it last, last, last—
Oops: I guess we spoke too fast!
Leaks are springing up all through it;
See the builders kind of blew it
With the oil, oil, oil, oil,
Oil, oil, oil.—

Just another major screw-up with the oil!

See the tanker dumping oil—

Exxon oil!

Blackening our shores and bringing tempers to a boil!

Hear the company suppressing

How their hulls are made of mush:

"Yes, the spill is most distressing,

"But we had no way of guessing

"That the captain was a lusht!"

Hear them claim, claim, claim

That they're really not to blame!

After all, they're only human;

Beat to pain it on some crew man

For the oil, oil, oil, oil,

Oil, oil, oil—

For the leaking and the reeking of the oil!

See the seagulls drenched with oil—

Deadly oil!

Grounded on the beaches that men ravage and despoil!

Smell the fishes putrefying;

Count the corpses of the seals;

See the scores of eagles dying,

Giving up all dreams of flying

As the greasy goo congeals!

Leaders swear, swear, swear

That they really, truly care!

Words to banish ev'ry sorrow

Till that bigger spill tomorrow

When another giant tanker

Winds up punctured by its anchor,

With our shores obliterated

And the planet decimated

By the oil, oil, oil, oil,

Oil, oil, oil—

By the deadly devastation of the oil!

COMMUNICATION



BERG'S EYE VIEW DEPT.

THE LIGHT

MODERN MARRIAGE





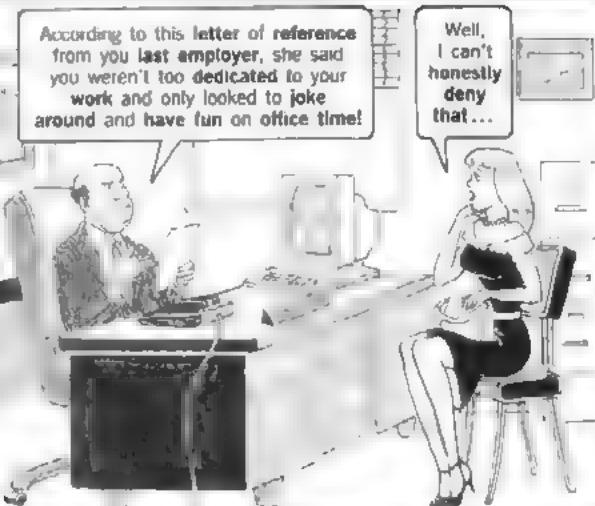
ARTIST & WRITER
DAVE BERG

R SIDE OF...

GOALS



EMPLOYMENT



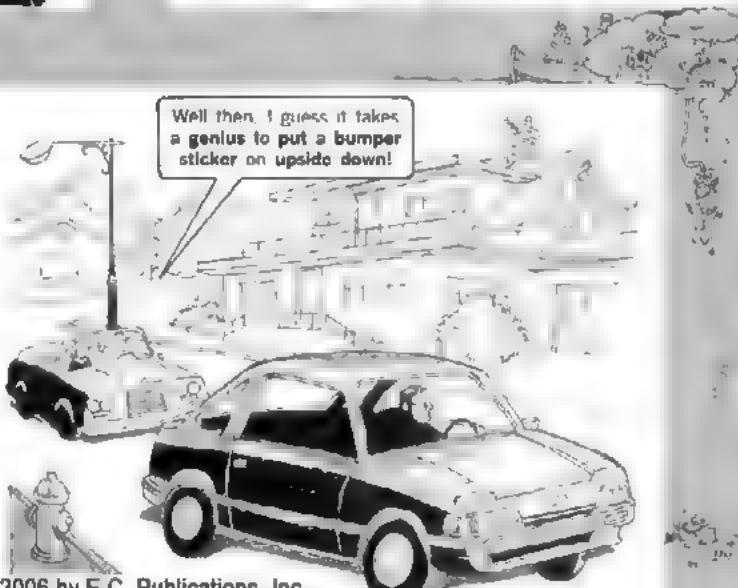
WAITERS



EDUCATION



BUMPER STICKERS



GUNS



SHOPPING



TOYS



THE OFFICE



MODERN FINANCE



DOCTORS



This Kickoff is
brought to you by...
BUDWEISER



ENDORSE OF A DIFFERENT COLOR DEPT.

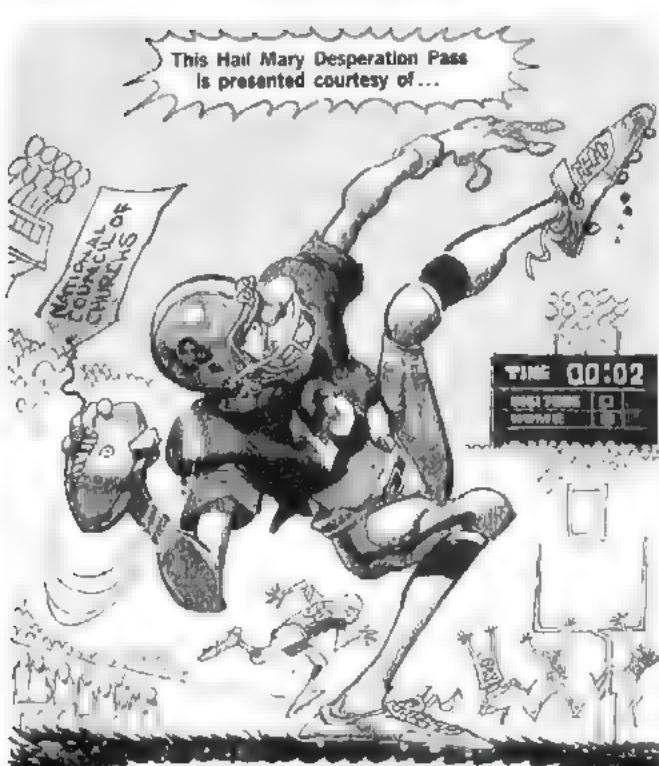
This nauseating travesty is no doubt familiar to anyone who watches sports on TV: Convinced that 90 minutes of commercials in a 3-hour sportscast isn't enough, networks and advertisers are now "encroaching" on the games themselves! So far, these annoying mini-ads have been limited to kickoffs, home runs and the like, but you can bet your Miller-Lite Beer mug that there will come a day pretty soon...

WHEN TV SPORTS ADVERTISERS decide to "SPONSOR" MORE than just KICKOFFS & HOME RUNS

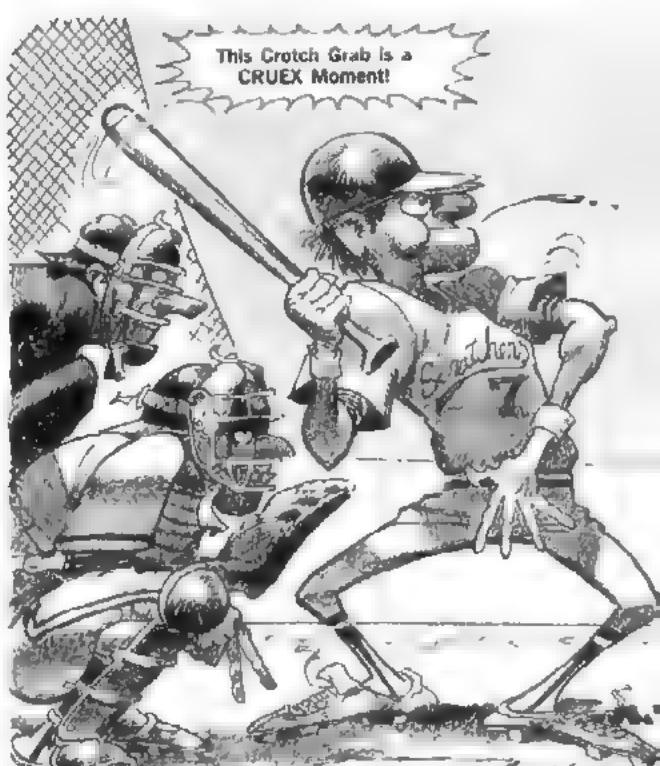
ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

This Hail Mary Desperation Pass
is presented courtesy of ...



This Crotch Grab is a
CRUEX Moment!



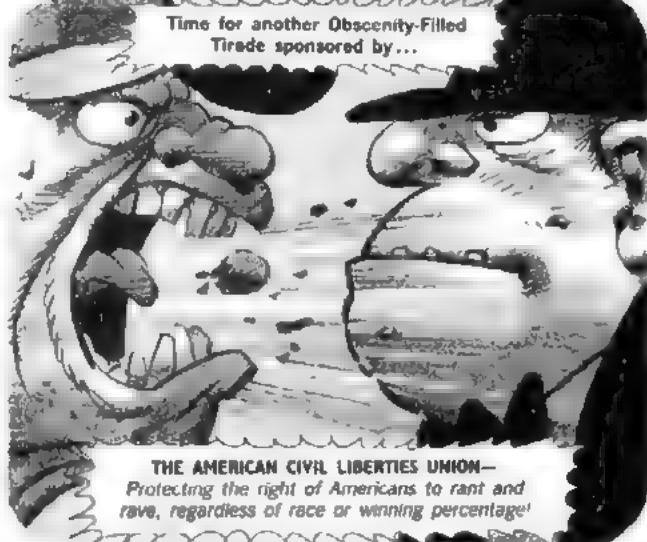
THE NATIONAL COUNCIL OF CHURCHES—
When you haven't got a prayer, come see us!

Let's look at that play again on the U.S.
Postal Service Slow Motion Replay...



THE U.S. POST OFFICE—
If you think we move slow, take a look at these guys!

Time for another Obscenity-Filled
Tirade sponsored by...



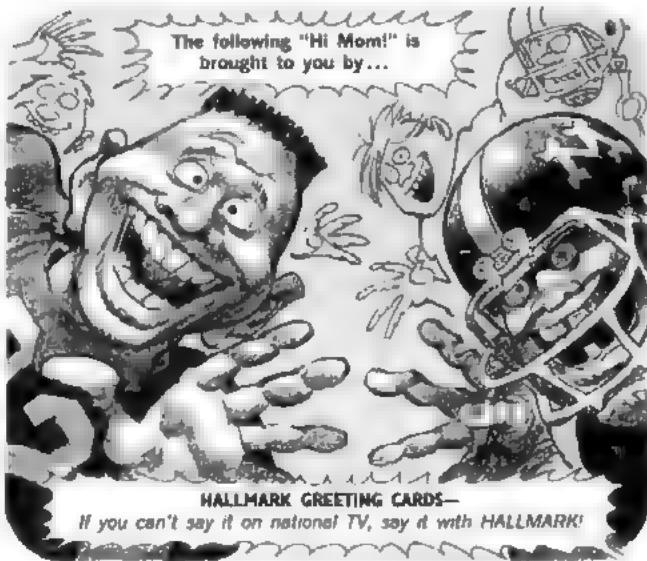
THE AMERICAN CIVIL LIBERTIES UNION—
Protecting the right of Americans to rant and
rave, regardless of race or winning percentage!

Coverage of this Locker Room
Celebration is sponsored by ...



GLADE AIR FRESHENER—
Strikes out even major league odors fast!

The following "Hi Mom!" is
brought to you by...



HALLMARK GREETING CARDS—

If you can't say it on national TV, say it with HALLMARK!

This Crowd Shot is
presented by...



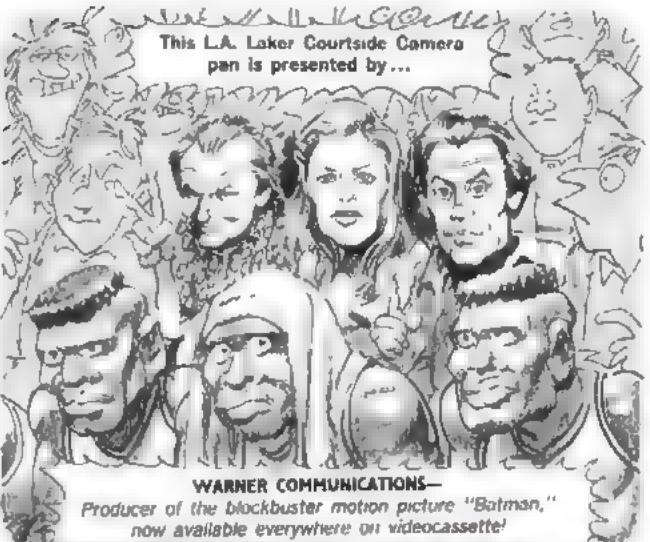
PSYCHOLOGY TODAY MAGAZINE—
Where you read about lunatics, not sit among them!

This Surprise Visit by a TV actor plugging
his new show is a presentation of...



MIRACLE-GRO FERTILIZER—

Pile it on thick and heavy for best results!



THE TORTUROUS TRAPEZE TRAVESTY

CHICK, YOU SAID YOU WANTED AN ACT THAT'LL KNOCK YOUR SOCKS OFF, RIGHT? WELL, I'VE GOT A GREAT TRAPEZE ACT FOR YOU--THE **FIVE SCREAMING ZAMBINIS!**

CHICK GLITZ CIRCUS ACTS INC.

A TRAPEZE ACT?
I SAID I WANTED A
BIG CATS ACT!

LISTEN, CHICK,
THAT'S WHY
THEY'RE CALLED
THE **FIVE SCREAMING ZAMBINIS!**

THUMP!





Yo, chumps, it's me, I-ron Mike, the Champ! Or as I should say Former Champ-Man, after that Buster Douglas knocked me on my butt n Tokyo. I decided I'd better find a new line of work! I heard about a job for a huge, ugly man with a poor grasp of English, but Johnny Carson already has a sidekick! So now I work for MAD!

I'm Don Klink, the famous fight promoter, manager entrepreneur and hustler! I'm acting as co-host cause there's no way I'm gonna let my main meal ticket get within a mile of a lawyer unless I'm there to protect him! I mean, some of the stuff they pull is enough to make your hair stand on end! You'll see why as

SLIDING DOWN THE BARRISTER DEPT.

MAD VISITS A MODERN DAY LAW SCHOOL

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

I'm Dean Litigate! Welcome to the Real World Law School!

I used to watch the old TV show Paper Chase. Those dudes were taught about truth and justice. Is that what you teach here?

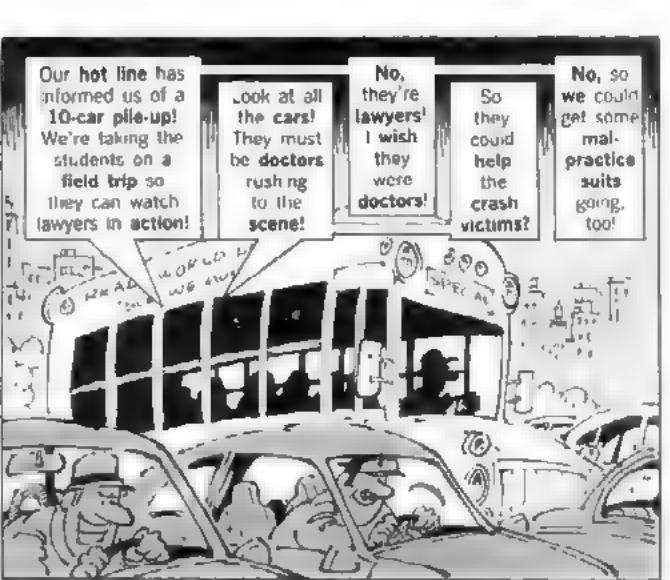
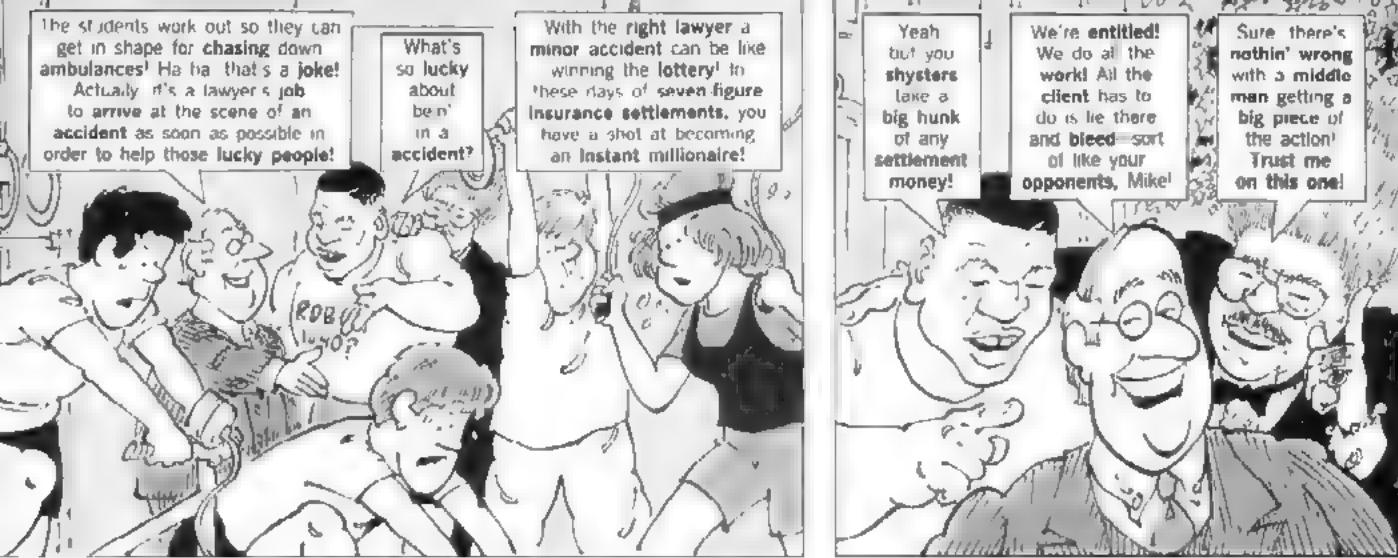
Don't be silly! Our students are trained to become lawyers, not comic book heroes! Besides, the only paper a lawyer ever chases is colored green!

I sure don't have any problem relating to that!

Our buildings are named after lawyers who served the nation with honor. That's the Richard Nixon Student Center, the Spirio Agnew Library, the Sam Pierce Dorm, the Jim Wright Hall and the Senator Al D'Amato Gym!

You should have named somethin' after my favorite lawyer, Perry Mason. He's unbeaten, like I used to be!

Champ, no lawyer ever loses, even if his client goes to jail! He still gets paid and a guilty verdict means an appeal and that means more money. That's what makes law such a marvelous profession!



Being a lawyer isn't all gravy! We're supposed to donate 20 hours a year of free legal service.

So what's the big deal? Do a lot of lighting for free!

N-n-on the streets of New York at two in the morning! I also fought my wife and thought it was a freebie, but after her lawyers got through with me she became my highest paid opponent!

Now that we're back in a classroom, please be quiet! These students are taking an exam in Legal Ethics. Notice there are no teachers or monitors present!

So you're teaching them the honor system!

No, we're teaching them to cheat! How else will they become competitive and successful?



What happens if you find out a lawyer is stealing from a client?

Then he's punished by the Bar Association for violating one of the most important commandments!

Oh, you mean "Thou shall not steal"?

No, I mean Thou shalt not get caught!

Mr. Jones died and left his estate valued at \$250,000 to his wife. How much will she actually receive?

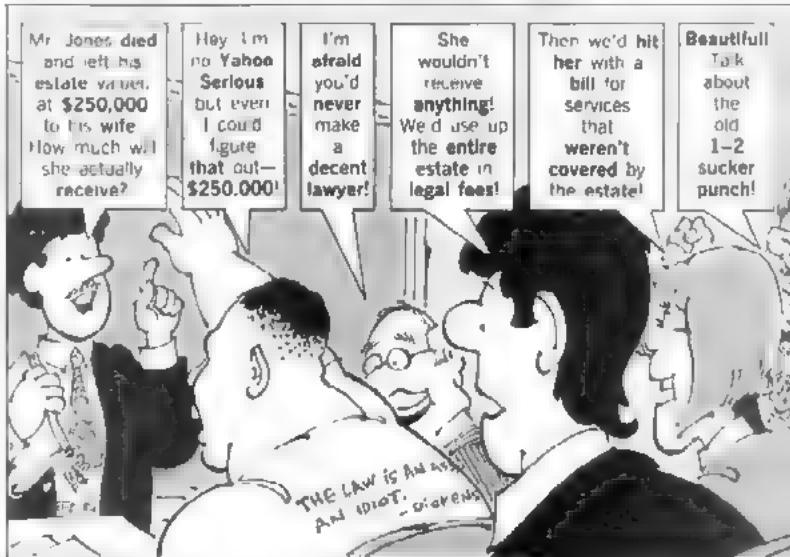
Hey I'm no Yahoo Serious but even I could figure that out—\$250,000!

I'm afraid you'd never make a decent lawyer!

She wouldn't receive anything! We'd use up the entire estate in legal fees!

Then we'd hit her with a bill for services that weren't covered by the estate!

Beautiful! Talk about the old 1-2 sucker punch!



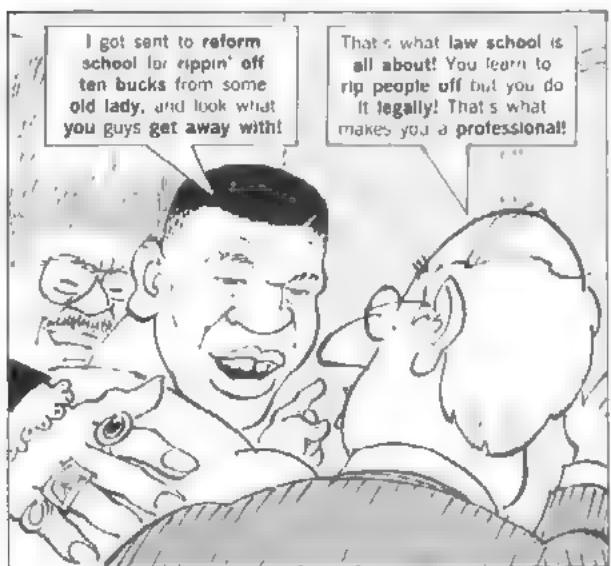
I got sent to reform school for rippin' off ten bucks from some old lady, and look what you guys get away with!

That's what law school is all about! You learn to rip people off but you do it legally! That's what makes you a professional!

Communicating with people is an important part of a lawyer's training!

So he can make a plea before a jury?

No, so he can make small talk with a client. Based on our minute-by-minute rates, just saying, "Good morning how's the family?" can cost a client a few hundred dollars!



We're going to observe a trial so the students can get some practical courtroom experience. The defendant is accused of murder!

Do you think the dude is guilty?

Does Roseanne Barr have cellulite? The lawyer's job is to get him off!

Yeah, but once he's back on the street he might snuff somebody else!

That's the name of the game—another trial another fee!

We have the defendant's confession, the murder weapon with his prints on it and a video tape of the actual crime!

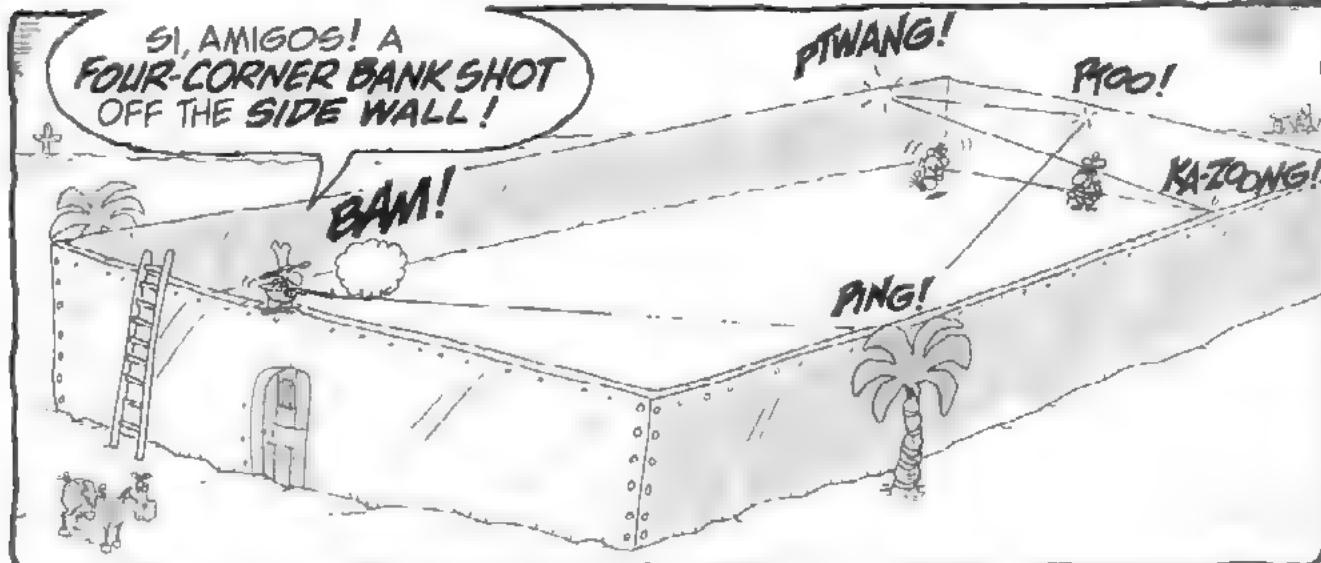
That sucker's got about as much chance as my next opponent!

He'll be going away for a long time!

You've never heard of plea bargaining? Lawyers become judge and jury and plea down the case to something minor like speeding while fleeing the scene of a crime!



THE SADISTIC SHARPSHOOTER'S STUNT

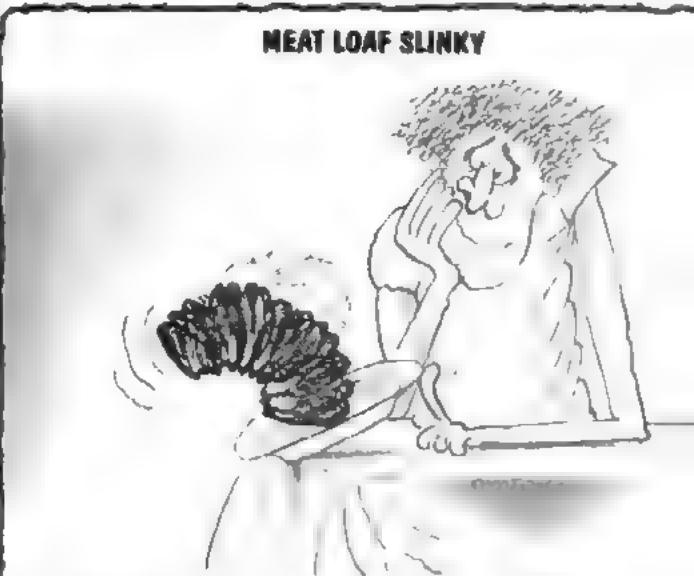


HOT DOG SPACE SHOT



FOO WITH

MEAT LOAF SLINKY



FRESH VEGETABLE CHESS



HOT CAKES AND BUTTER LAS VEGAS SHUFFLE



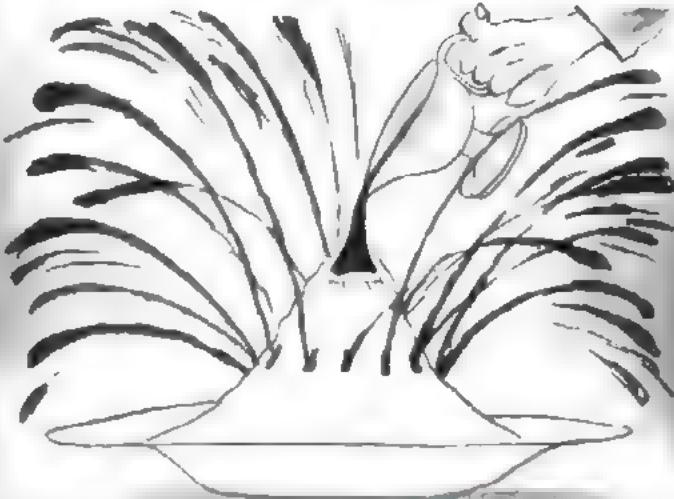
LING FOOD

ARTIST AND WRITER: PAUL PETER PORGES

CHICK PEAS VS. GREEN PEAS ROLLER DERBY



MASHED POTATOES AND GRAVY DANCING FOUNTAINS



CORN-ON-THE-COB SAMPLERS



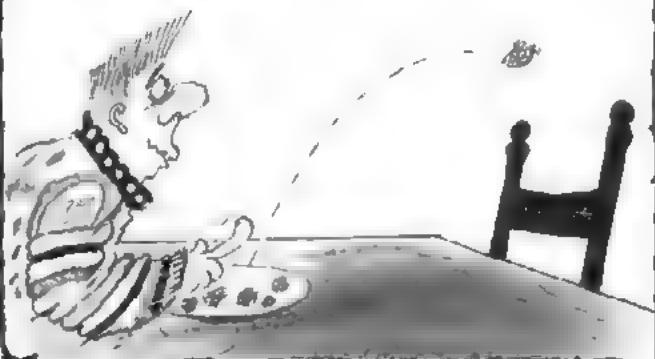
MEATBALL JACKS



FRENCH FRIES PICK-UP STICKS



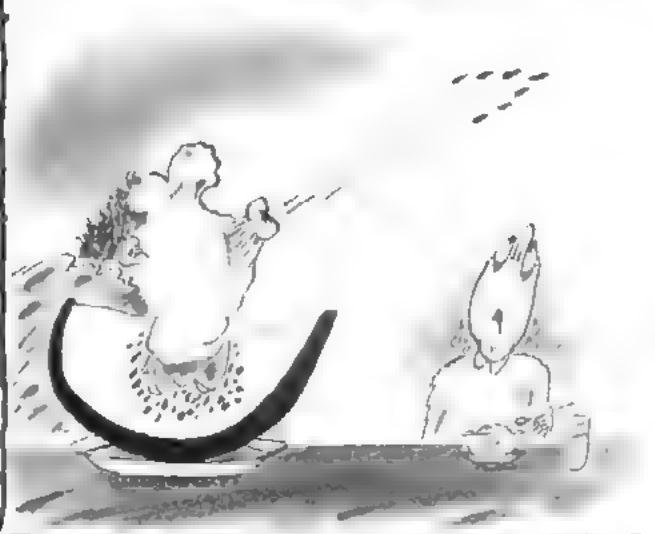
BRUSSELS SPROUTS EXTRA POINT KICKS



GRILLED CHEESE CAT'S CRADLE



WATERMELON AIR SHOW FLY-BY



CHICKEN WING BOOMERANG



CHEERIOS VS. SHREDDED WHEAT TIC-TAC-TOE



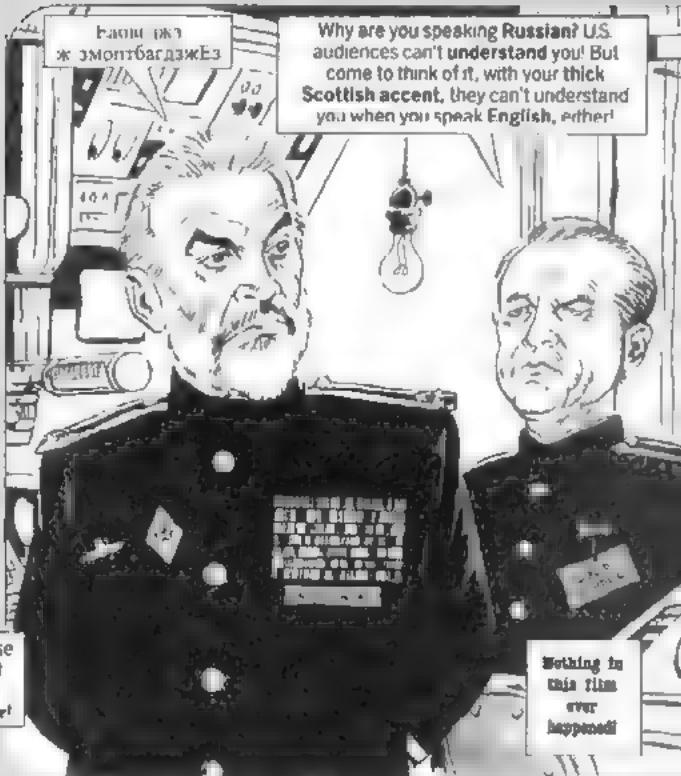
A SHOW OF DEFECTION DEPT.

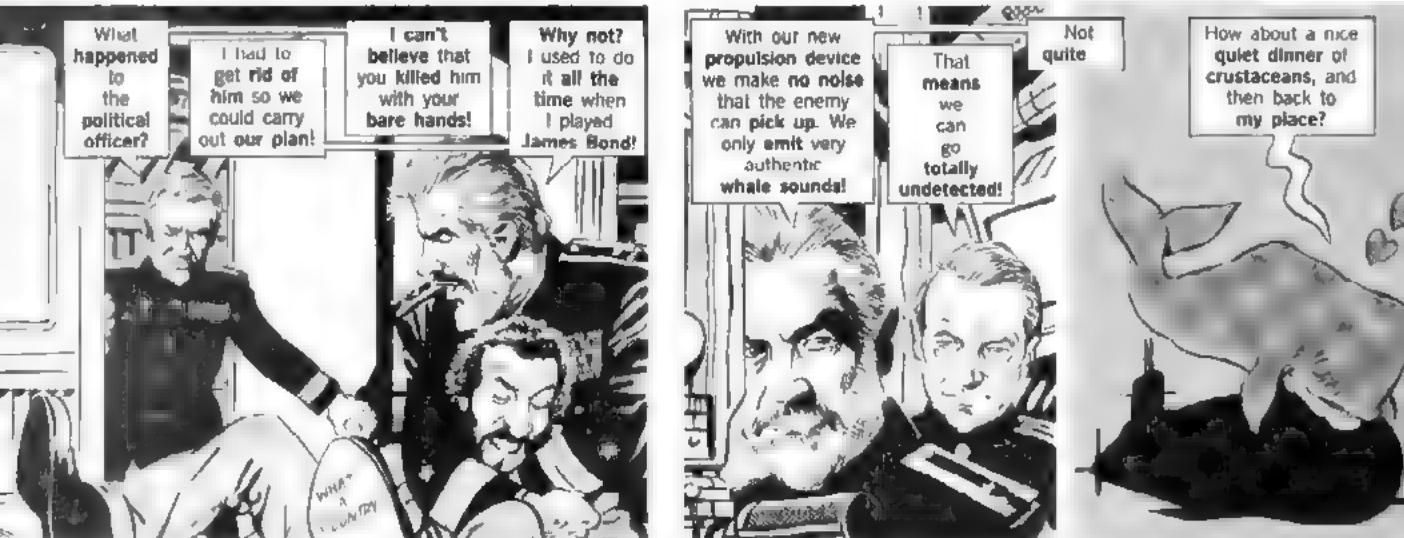
One of the year's biggest hits is a film that was out of date even before it came out! It is a story about the Cold War (remember that?) released just as the Russian Empire was falling apart. Current events make this new film a piece of nostalgia. The entire thing was really a...

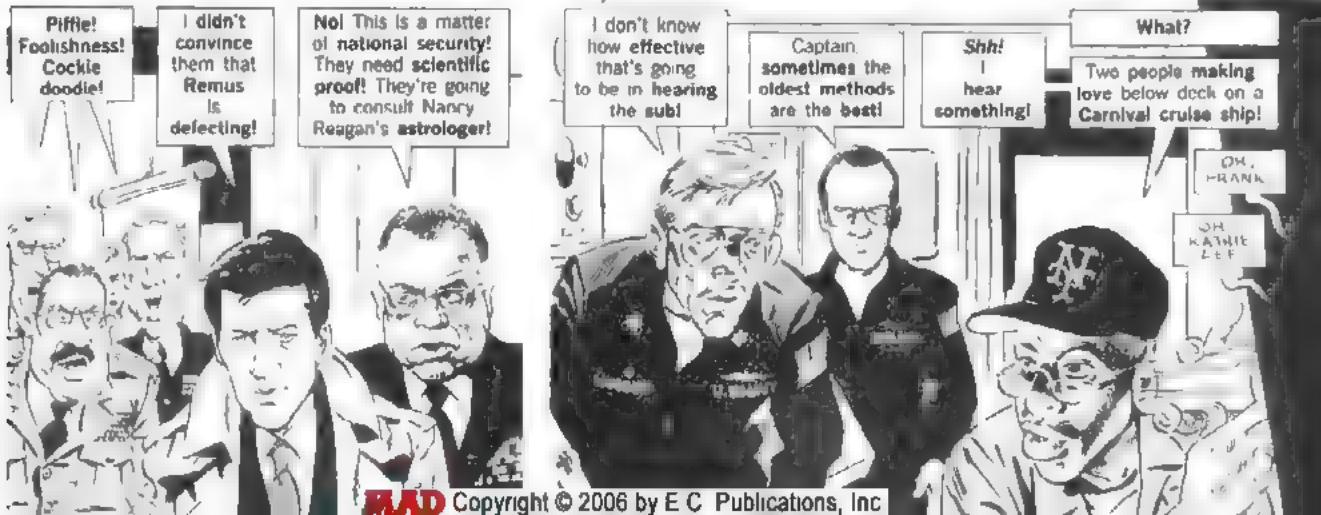
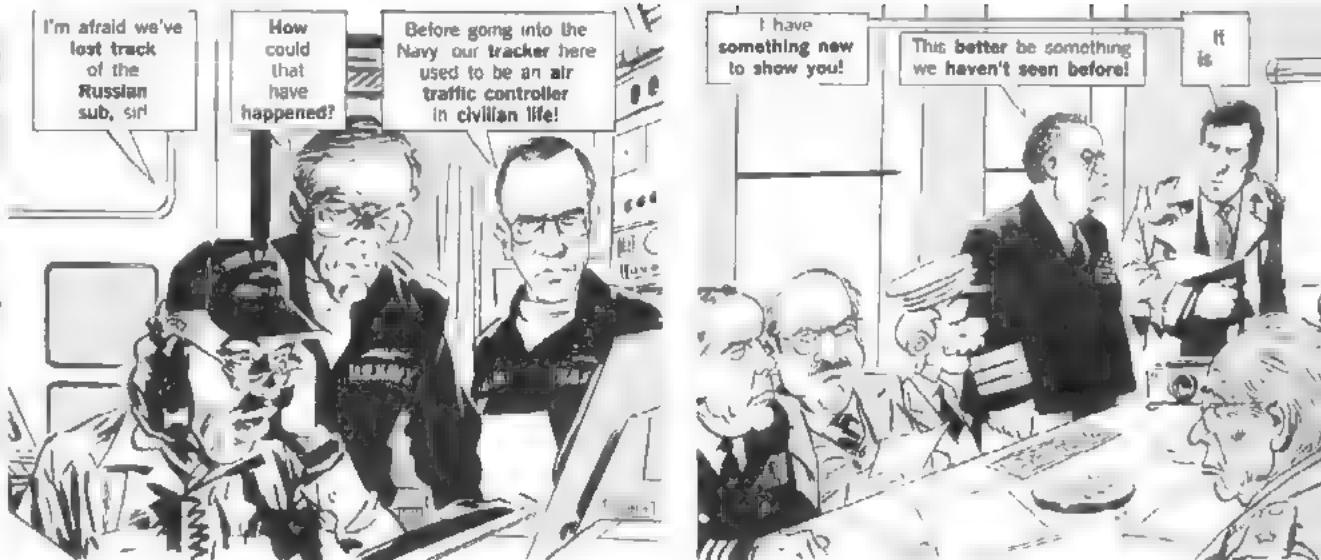
HUNT FOR LAST OCTOBER

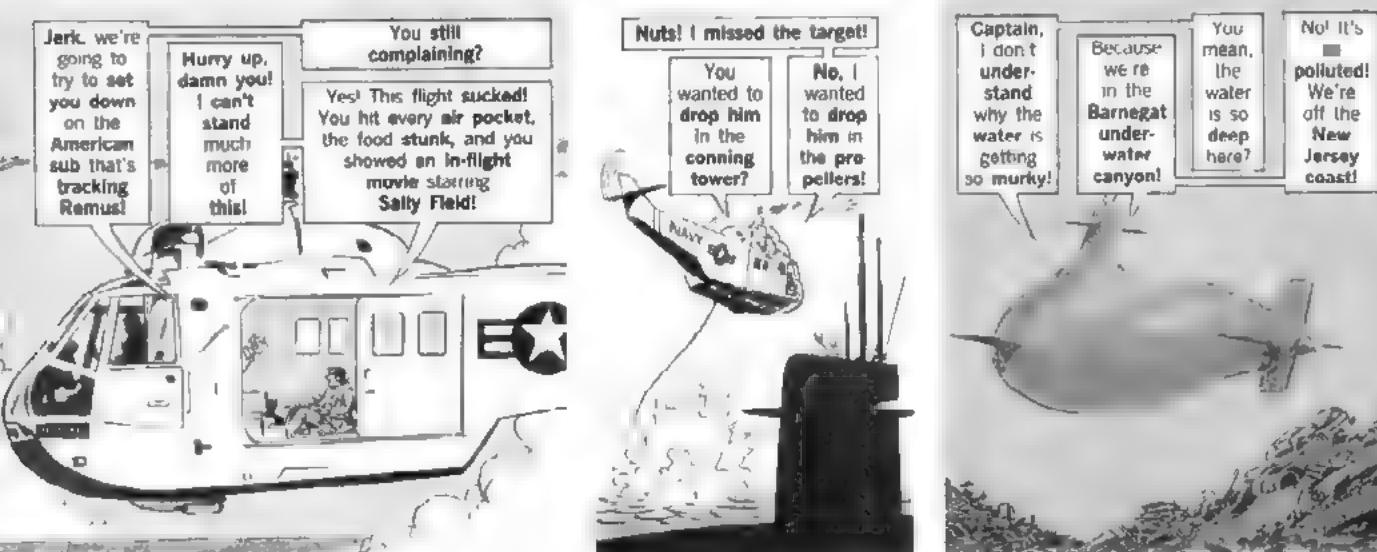
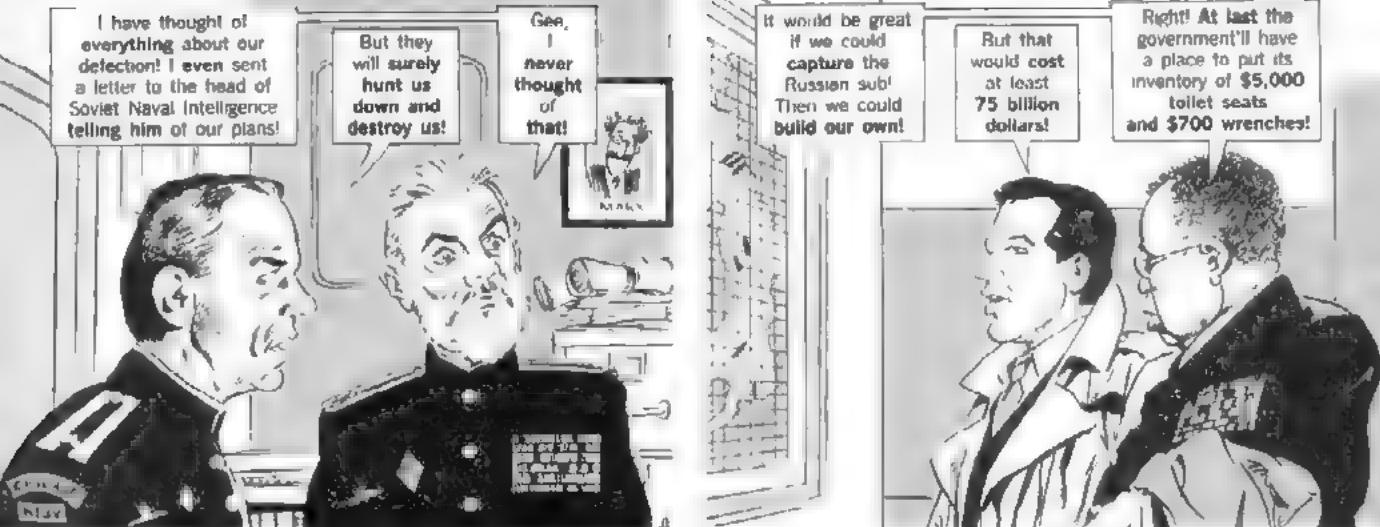
ARTIST ANGELO TORRES

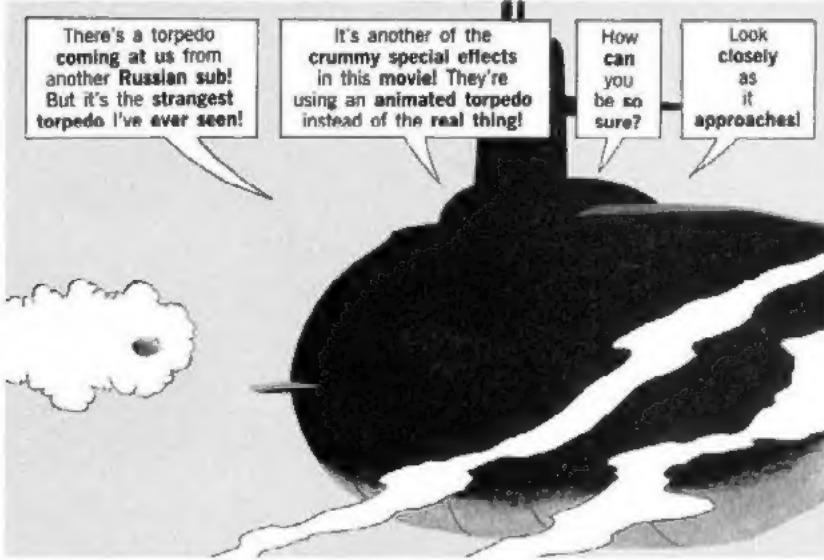
WRITER STAN HART











STRING FEVER DEPT.

When you need to know about Yo-Yo tricks, you should come to the Yo-Yos here at MAD! We are the official keeper of the list of...

UNOFFICIAL YO-YO TRICKS EVERY KID KNOWS

ARTIST: PAUL COKER

WRITER: DAN BIRTCHE



PLUMBING THE DEPTHS



BUMPS IN THE NIGHT



TEASING THE BEAST-THING



FLIRTING WITH DEATH



SYMPHONY FOR DRYER

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CONFUSING THE DRUNK

WHAT IS
THE MOST
SICKENING
TREND IN
MOVIES
TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



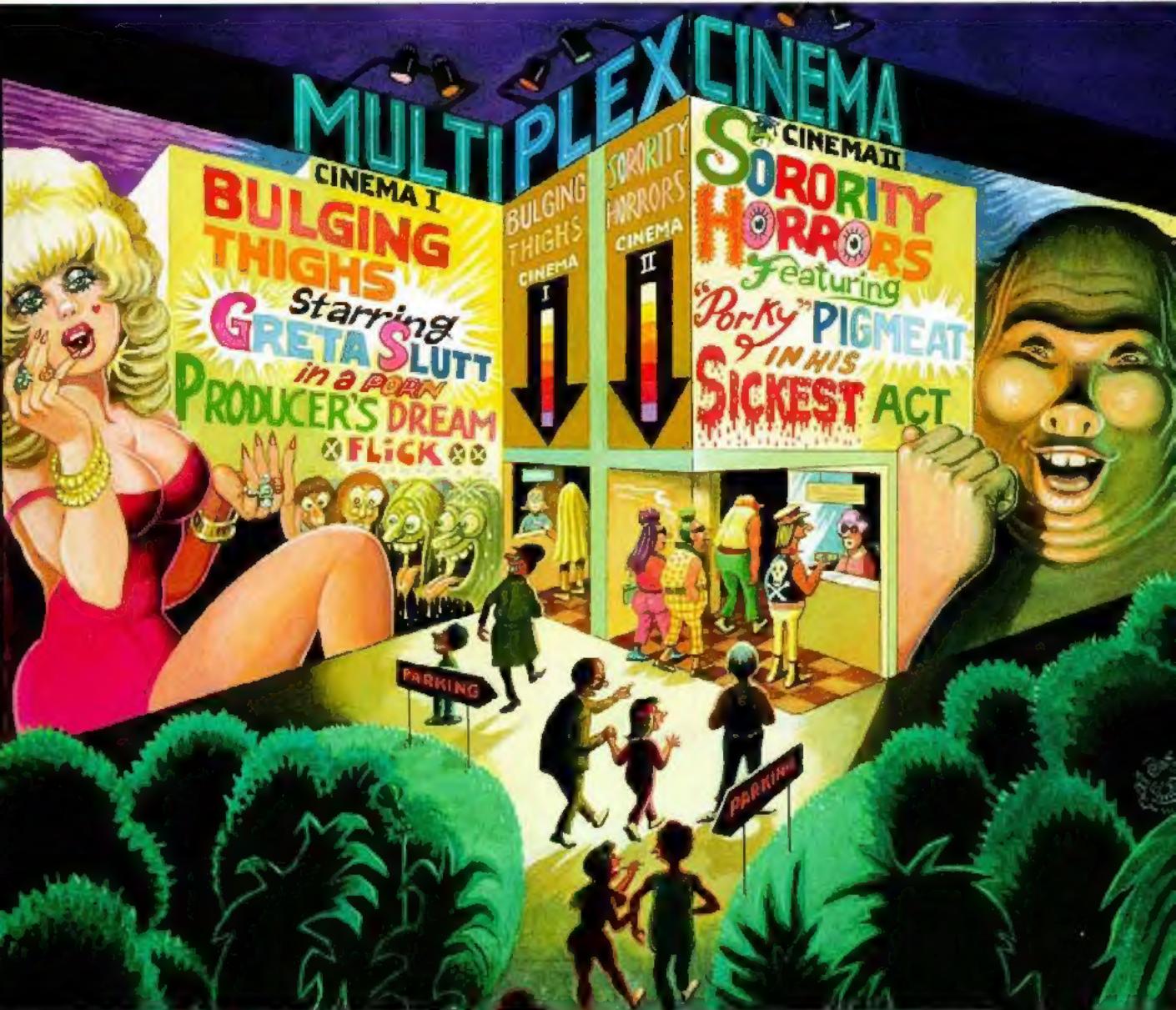
FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MER-
CILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS
IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

A ►

◀ B

A MAP WE'RE SOON LIKELY TO SEE!

